



Office of the Mayor
111 NW 1st Street • Suite 2910
Miami, Florida 33128-1930
T 305-375-5311

www.miamidade.gov

By E-Mail Transmission

February 1, 2017

The Honorable Richard Corcoran
Speaker of the House
Florida House of Representatives
Capitol Office
420 The Capitol
402 South Monroe Street
Tallahassee, FL 32399-1300

Dear Speaker Corcoran,

This information about the Miami-Dade County Tourist Development Council (TDC) is being provided in response to your letter requesting details regarding TDC revenues and expenditures. Your inquiry was addressed to the Miami-Dade County TDC; consequently, this response specifically addresses Miami-Dade County's work in support of the nine-member TDC board and the use of TDC revenues for the competitive grants program which the TDC board oversees.

The first part of this report directly addresses the areas outlined in your letter as they relate to the Miami-Dade County TDC. The second part provides background information regarding the TDC's program and activities. The TDC uses 100% of its revenues for grants made through the TDC grants program which invests TDC support in tourism-oriented events and activities on a quarterly basis through an open, competitive grants review process.

Part 1 – Requested Information regarding the Miami-Dade County TDC

Revenues for FY 2015-16 - Please provide the amount of funds:

- Received through a tax collection or distribution
\$1,135,100 of tourist development tax revenue was received and expended by the TDC. \$100,000 of revenue was received by the TDC from 2% Hotel/Motel Food and Beverage Surtax Revenues.
- Received from other government sources and identify each source
No other government sources provide funding to the TDC.
- Received from the private sector
No private sector funding was received by the TDC.

- Received from fees or charges for goods and services
No fees or charges for goods and services were received by the TDC.
- Received by each board member by name and include whether the payment is a requirement of board membership
No funding was received by a board member of the TDC in conjunction with the programs and activities of the TDC and no payment is a requirement of board membership.

Additionally, please provide the amount and source of all other revenues.

No other revenues were received by the TDC.

Details of Expenditure for FY 2015-16 - Please provide the amount expended on:

- Advertising
No TDC funding was spent by the TDC board on advertising.
- Economic development projects including the funding provided to each private and public sector recipient of funds
No TDC funding was spent by the TDC board on economic development projects.
- Each event including the number of participants per event and the specifics of the expenditure, for example, food and beverage, facility rental, sporting event tickets, or other entertainment
Please see Attachment 1 providing details of expenditures for each FY 2015-2016 TDC grant award. In addition, Attachment 2 provides a narrative summary describing the events and activities funded through the FY 2015-2016 TDC grants program.
- Travel expenditures including the names of travelers, location and event attended and total travel reimbursement for each trip
No TDC funding was spent by the TDC board on travel expenditures.
- Lobbyists representing the organization by name including the amount expended per individual lobbyist
No TDC funding was spent by the TDC board on lobbyists.
- All employees by name, position, title, and individual compensation including salary, bonuses, and any stipends or allowances
No TDC funding was spent on employees. One hundred percent of TDC funding was invested in competitively selected grants to tourism-oriented events and activities.
- Reimbursements to each individual board member by name and the nature of the reimbursement
No TDC funding was used for reimbursements of TDC board members. In their role as TDC board members, TDC board members serve in a voluntary capacity and do not receive County funding of any kind.

Please provide the amount and general nature of all other expenditures.

Other than the detailed information for TDC grant expenditures provided in Attachment 1, there are no other expenditures of TDC funds.

Part 2 – Background Information on the TDC's Programs and Activities

The Miami-Dade County TDC utilizes 100% of its revenues for investments in tourism-oriented events and activities through a competitive grants program that operates on a quarterly basis. Please find attached the published FY 2015-2016 TDC grants program guidelines (Attachment 3) that outline the following:

- the TDC grants program's objectives;
- eligibility;
- deadlines;
- application instructions;
- technical requirements;
- categories;
- funding request caps;
- matching funds;
- allowable grant expenditure categories;
- grant use restrictions;
- evaluation criteria;
- oral presentations;
- grant application review process;
- publicity and credit requirements; and
- compliance requirements and release of funds.

Miami-Dade County manages the TDC grants program through its Department of Cultural Affairs. The Department of Cultural Affairs covers all expenses to manage the TDC grants program (e.g., staff and overhead) through its administrative budget so that 100% of the revenues received by the TDC can be invested directly in the TDC competitive grants program.

The TDC grants program guidelines provide detailed information describing the evaluation and approval process used to invest TDC funds in tourism-oriented events. Please note that in addition to the TDC board's evaluation of grant applications, the TDC board's grant recommendations are reviewed by a committee of the Miami-Dade County Board of County Commissioners and receive final approval by the Miami-Dade County Board of County Commissioners and Miami-Dade County Mayor. In addition, each TDC grant is governed by a grant agreement between the County and the grantee which includes specific contractual provisions for the use of TDC funding and requires a detailed final report. Final reports require each grantee to submit documentation substantiating the programmatic and financial results of the grant; these materials are reviewed by County staff to ensure contractual compliance.

The Honorable Richard Corcoran / February 1, 2017

The Miami-Dade County Tourist Development Council has a strong track record of investing TDC revenues in tourism-oriented events and activities that continue to contribute to Miami-Dade County's reputation as a vibrant, diverse and exciting destination with a non-stop calendar of events designed to attract and satisfy visitors to our community.

Sincerely,



Michael Spring
Senior Advisor, Office of the Mayor
Director, Miami-Dade County Department of Cultural Affairs

Attachment 1 – Miami-Dade County TDC FY 2015-2016 Grants Activities and Expenditures
Summary Report

Attachment 2 – Miami-Dade County TDC FY 2015-2016 Grants Program Project Summaries

Attachment 3 – Miami-Dade County FY 2015-2016 TDC Grants Program Guidelines

- c: The Honorable Rebeca Sosa, Chair, Miami-Dade County Tourist Development Council and Member, Miami-Dade County Board of County Commissioners
Jennifer Moon, Director, Miami-Dade County Office of Management and Budget
Jess McCarty, Assistant County attorney, Miami-Dade County Office of the County Attorney
Anita Gibboney, Miami-Dade Office of Management and Budget